

ALBERTINA NAVAS

Strategic Communication | Digital marketing | Teaching



Azuay E2-125 y Av. Amazonas
Edificio VIDA, Quito-Ecuador

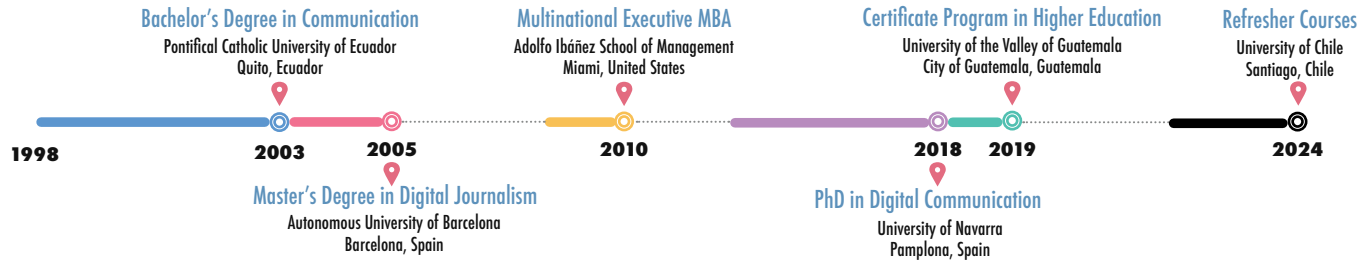


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EDUCATION



KEY FACTS



PROFESSIONAL EXPERIENCE

Director of Marketing & Admissions (2024 - Up to date)

Panamerican University, Miami (USA), and Panamerican Business School, Guatemala, serving students from 20 countries.
Responsibilities: this position aims to develop best practices for recruiting prospective students and ensure applications from the best-qualified candidates in a timely and cost-effective manner.

Director of Strategic Communication, Marketing, and Student Recruitment (2021- 2024)

Pontifical Catholic University of Ecuador (first private university, 77 years old, 7 locations and 14 campuses, 30,000 students)
Responsibilities: Institutional reputation and crisis management, market positioning in higher education, institutional communication and marketing strategy design, coordination of promotional campaigns.
Achievements: Highest in Corporate Reputation Index within segment, achieved 105% of undergraduate enrollment goal.

General Director of Communication, Marketing, and Public Relations (2018-2021)

University of the Valley of Guatemala (ranked #1 of private univ. in Central America by QS, leader in science and technology)
Responsibilities: Institutional reputation and crisis management for student recruitment and donor fundraising, institutional communication and marketing strategy design, coordination of promotional campaigns.
Achievements: Increased private university representation in media coverage, achieved 105% of undergraduate enrollment goal.

Academic Director of the Center for Social Media Studies (2015-2018)

Arthur Lok Jack Global School of Business (top business school in the English-speaking Caribbean, triple crown accredited)
Responsibilities: Founded and managed the center in Guatemala, initiated business school operations in Central America, conducted market studies, provided executive training in digital business environments.
Achievements: Designed 30+ courses, taught 800 class hours to 4,000 students from the region, published research book in English and Spanish with 3,000+ downloads from 20 countries to date.

Academic Director of the Journalism Master's Program (2014-2015)

University of the Americas, Ecuador (accredited in the US by WASC, most articles indexed in Scimago)
Responsibilities: Designed and presented academic programs to regulatory committee, hired local and international professors, provided follow-up with students, designed evaluation instruments and satisfaction surveys.
Achievements: Facilitated the successful graduation of two cohorts with practical thesis projects from Ecuador's only master's program in journalism; these included top executives from Ecuador's leading media outlets.

Assistant of Communication and Foreign Trade (2010)

Commercial Equipment Manufacturers Union, China (suppliers of Walmart, IKEA, Best Buy, Toys "R" Us, Falabella)
Responsibilities: Provided training in Latin American business culture as preparation for market entry, design of Spanish-language audiovisual communication products for Latin American market entry from China.
Achievements: Design and development of Spanish website, brochures, and videos to send to potential clients.

Journalist, Editor-in-Chief, and Magazine Director (2001-2009)

Revista Líderes, Grupo El Comercio, Ecuador (business magazine with highest print circulation in the country and first digital version)
Responsibilities: I began as a journalist, then was promoted to coordinator in Guayaquil, later in Quito, and ultimately took over the editorial and general management of the magazine. I spearheaded its editorial repositioning and oversaw a complete redesign of the print edition and of the conceptualization and management of transmedia content for the website and social media.
Logros: Grew print circulation by 4% despite a 60% increase in RRP, grew page views by 45% and unique visitors by 70% in the first year of website operation, won second place in the Effie Awards for promotion effectiveness.

Public Information Assistant and Book Compiler (2000-2001)

United Nations High Commissioner for Refugees, Ecuador (Ecuador has the highest number of refugees, after the US)
Responsibilities: Conducted research on the institution's 30 years of operation in Ecuador using documentary techniques and in-depth interviews with former directors and refugees of various nationalities.
Achievements: Research was published in printed book form and distributed in libraries in Ecuador, Colombia, Venezuela, Panama, and the US, including Stanford University (<https://searchworks.stanford.edu/view/6972641>).

CONSULTING

Senior strategic communication advisor (2017-2024)

Various clients, Latin America, Europe, and Asia.
Areas: Reputation and crisis management; design of institutional communication strategies; design, execution, and evaluation of digital marketing strategies; web project management: content mapping, audience profiling, UX testing, W3C standards testing, SEO strategy, CMS selection, web editing, transmedia content management and production.

Communication and entrepreneurship advisor (2009-2013)

Various clients, Ecuador
Areas: Entrepreneurship evaluation, communication strategy design for SMEs and MSMEs, reports of large events, editing of books for managers, promotion strategies and positioning.

PROFILE

Ph.D. in Communication, MBA, and journalist. With 24 years of experience, she has specialized in strategic communication, digital marketing, and teaching. Her expertise spans reputation management, crisis communication, and client acquisition. She has provided consultancy to more than 50 organizations across 22 countries. Additionally, she has held leadership roles in various institutions and has taught at 32 universities worldwide. at Panamerican University (Miami, USA).

INTERNATIONAL EXPERIENCE



LANGUAGES



HARD SKILLS

ANALYTICS DIGITAL ADVERTISING
STRATEGIC COMMUNICATION
SOCIAL MEDIA PLAN INBOUND
MARKETING CLIENT RECRUITMENT
BLOGGING CONTENT MANAGEMENT
CUSTOMER RELATIONSHIP MANAGEMENT-CRM
SEARCH ENGINE OPTIMIZATION - SEO
DIGITAL REPUTATION ONLINE CRISIS
MANAGEMENT

CLIENTS

International organizations: United Nations High Commissioner for Refugees, Central American Bank for Economic Integration, US Agency for Development - USAID. **Public institutions:** Ministry of Competitiveness of Ecuador, Public Ministry of Guatemala, Ministry of Commerce and Investment of Trinidad and Tobago. **Professional institutions:** World Catholic Association for Communication - SIGNIS, Federated College of Engineers and Architects of Costa Rica (CFIA), College of Civil Engineers of Costa Rica, Quito Chamber of Commerce, Guatemala Association of Exporters, Guatemala Chamber of Commerce, Guatemala Association of Human Talent, National Association of Industrialists of Honduras. **Non-governmental organizations:** International Republican Institute, Friedrich Naumann Foundation for Freedom, Liberal Network of Latin America, Freedom and Progress Foundation, Freedom Foundation of Panama, Knowledge Dissemination Center, Hans Seidel Foundation, Citizen Network, Foundation of the Universidad del Valle de Guatemala, Spanish Cultural Center in Guatemala. **Corporations:** Banco Atlántida in Honduras, Banco Agromercantil in Guatemala (financial), Goddard Catering Group of Barbados, GRAIMAN Group, Heavy Crude Oil Pipeline of Ecuador, Asiam Business Group, Hill & Knowlton Strategies, Pizza Hut Costa Rica, Commercial Equipment Manufacturers in China, Millicom-Tigo, Farmalence (products and services). **Religious groups:** Church of Jesus Christ of Latter-day Saints, Latin American and Caribbean Episcopal Council - CELAM, Latin American Network of LaSalle Communicators. **Academic institutions:** Zamorano Pan American Agricultural School, Universidad of the Valley of Guatemala, José Simeón Cañas Central American University, Arthur Lok Jack Global School of Business.

TEACHING

I have lectured in the following areas of expertise:



In the following 32 universities:

Germany: University of Hamburg. **Norway:** Ostfold University College. **United States:** Florida International University, Panamerican University, Continental University, Cesar Vallejo College. **Mexico:** Autonomous Technological Institute of Mexico. **Trinidad and Tobago:** Arthur Lok Jack Global School of Business, University of the West Indies. **Guatemala:** University of the Valley, Rafael Landívar University, Universidad del Istmo, University of San Carlos, Mesoamerican University, Francisco Marroquín University, Panamerican Business School. **Honduras:** Central American Technological University. **Ecuador:** Pontifical Catholic University of Ecuador, Central University of Ecuador, University of the Americas, International University of Ecuador, Private Technical University of Loja, Azuay University, Lay University Eloy Alfaro of Manta, Santa Elena State Peninsula University, Cotopaxi Technical University, Coastal Polytechnic High School, IDE Business School, ESPAE Graduate School of Management. **El Salvador:** José Simeón Cañas Central American University. **Colombia:** Sergio Arboleda University. **Peru:** César Vallejo University.

ACADEMIC RESEARCH

- Navas, A., & Marroquin, A. (2025). [Nayib Bukele, the Twitter president. A failed policy?](#) In P. C. Lopez-Lopez (Ed.), *Political Communications Guidelines*. Routledge Falmer.
- Navas, A. (2022). [Empathy, the key to handle digital communication post-pandemic](#). *Religion and Social Communication*, 20(1).
- Navas, A. (2021). [Desempeño vs. impacto, un modelo de análisis comunicacional aplicado a Twitter](#). *Iberian Journal of Information Systems and Technologies*, E40, 368 – 381. ISSN: 1646-9895.
- Navas, A. (2020). [A Critical View of a Self-Replicating, Emotion-Based, and Virally-Distributed Distorted System](#). Book Review, *Religion and Social Communication*. 18(2), pp. 256-265.
- Navas, A. (2020, diciembre). [Nayib Bukele, ¿el presidente más cool en Twitter o el nuevo populista millennial?](#) Revista INUMES, Universidad Mesamericana. (6), pp. 15 - 25.
- Navas, A. (2020). [Nayib Bukele, ¿el presidente más cool en Twitter o el nuevo populista millennial?](#) GIGAPP Estudios Working Papers. 7 (168), pp. 529-552. ISSN 2174-9515.

AWARDS AND RECOGNITION

- Invited expert, Press freedom and challenges of disinformation, Amman (Jordan), 2023.
- Guest lecturer, Faith Communication Program for young people, Vatican City, 2021.
- 2nd place for Best Digital Strategy of Latin American Educational Institutions, Interlat Latam 2019.
- Honorary mention in international doctorate, University of Navarra, Pamplona (Spain), 2018.
- Guest speaker, Google Women Techmakers, Guatemala chapter, 2016.
- Expert for the Global Entrepreneurship Monitor (GEM), Ecuador chapter, 2013-2015.
- Highest ranked teachers, University of the Americas, Quito (Ecuador), 2012, 2014, 2015.
- First place in the Competition for Journalistic Investigation of Intellectual Property, Quito (Ecuador), 2009.
- Fellow for the Seminar for Business Journalism Professors, Arizona State University, Phoenix (US), 2012.
- Fellow for the Writing Business News Workshop, Thompson-Reuters Foundation, London (England), 2006.
- Fellow for the Covering Globalization Seminar, Columbia University, New York (US), 2006.
- Fellow for the European Union Journalists Program, Brussels, Belgium, 2004.

PUBLICATIONS



Navas, A., (2020). *Desempeño vs. impacto: un modelo comunicacional aplicado a la política digital*. México, México: Intelliprix. Disponible en: <https://www.amazon.com/dp/B08VRZ8RRS>.



Navas, A., Sabino, C., Ricaurte, C. y Márquez, I. (2017). *Redes sociales, ciudadanía y política. Claves de la nueva esfera pública / Social Media, Citizenship and Politics. Keys to the new public sphere*. Guatemala, Guatemala: Grafía ETC.



Edición en español: https://bit.ly/RS_ciudadania_politica_SPA.

Edición en inglés: https://bit.ly/SM_citizenship_politics.



Navas, A., Sieber, J. F. y Gottwald, M. (2004). *Protección internacional de los refugiados. Caso Ecuador: perspectiva histórica 1976-2004*. Caracas, Venezuela: ACNUR. <https://searchworks.stanford.edu/view/6972641>.

NEWS ARTICLES

Some examples:



Interview with the father of competitive strategy, from Port of Spain

Navas, A. (2011). "Lo único que nos impide ser prósperos somos nosotros mismos." *Revista Gestión*, 16-22. https://bit.ly/Porter_AN.



Interview with Nobel Peace Prize laureate Muhammad Yunus, from Dhaka

Navas, A. (2010). "Los negocios sociales son el punto medio entre el egoísmo y la caridad." *Revista Gestión*, 60-64. https://bit.ly/Yunus_AN.



Interview with the first translator of One hundred years of solitude, from Shanghai

Navas, A. (2010). La mágica realidad de traducir Cien años de soledad al mandarín. *Revista Diners*, 84-86. <https://bit.ly/cien-anos-soledad-AN>.



Winning story of the Competition for Journalistic Investigation of Intellectual Property

Navas, A. (2009, April 11). El Floricultor ve en la píatería una nueva plaga. *Revista LÍDERES*, 12-15. https://bit.ly/pirateria_flores_AN.



Article about a meeting with the Nobel Prize in Economics laureate Joseph E. Stiglitz, from New York

Navas, A. (2006, April 16). Joseph Stiglitz, un anfitrión con carisma. *El Comercio*, 11. https://bit.ly/cronica_cena_Stiglitz.

DIGITAL PROFILE

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